

Frontier Culture Museum Board of Trustees
Executive Committee – Lecture Hall
Draft Minutes
November 17, 2021 9 a.m.

Members Attending:

Ron Capps, Cliff Garstang, Ned Ruby, Peggy Sheets, Emmett Toms, Paul Vames

Members Absent:

Emmett Hanger, William Sibert, Kenneth Venable

Guests Attending:

David Trainum

Staff Attending:

Megan Newman, Susan Gable, Lydia Volskis

I. Call to Order and Welcome

Mrs. Peggy Sheets

Peggy Sheets called the meeting to order at 9 a.m.

II. Approval of October Minutes

Mrs. Sheets

The minutes of the October meeting were approved as distributed.

III. Agency Report

Dr. Megan Newman

Dr. Newman reported that recent special events have gone well; Archaeology Day and the Revolutionary War reenactment both had good visitation and positive responses. Mrs. Sheets noted that the Revolutionary War event was not actually a battle reenactment but a great interpretive event. She continued that we have tentatively set the calendar of events for 2022. Lantern Tour tickets are on sale now and planning is well underway. She noted that we will host some kind of Oktoberfest next year but the scope is uncertain.

Plans for the Black Friday Artisans Fair are complete and the Museum will enter Winter Hours on November 29th with guided tours. Our cow is expecting a calf, so in the Spring the sites can do dairying and other related activities.

The education department is hosting some field trips, and October and November look good for visitation.

The PBS series “On the Road Again” recently filmed at the Museum and we will also receive some of their drone footage.

October visitation was increased 20% over last year, and has reached about 70% of pre-Covid levels.

Dr. Newman said that she presented and participated in an IAMFA (International Association of Museum Facility Administrators) virtual conference with our A&E team. There were 90 online participants and the event generated some great questions and discussion. Next week she will participate in a VAM leadership initiative regarding leadership of Museums during transitions (such as Covid)

A. Finance Report

Ms. Susan Grable

Fiscal Director Susan Grable reported that the Museum has \$51,000 remaining in the Cares Act Fund, with \$28,000 in purchase orders. All costs must be incurred by December 17th. Among other supplies we have ordered several portable office cubicles and some new teleconferencing equipment. She reported that the special revenue fund has \$326,000 which will be helpful to meet payroll during the cold season. She said that November revenue is keeping pace with October. The Museum is requesting \$150,000 in general funds in the next budget cycle to address low employee pay. Our budget analyst suggested we ask for the entire amount in general funds.

B. Marketing Position

Dr. Newman

Director of Marketing Joe Herget is retiring on December 1, and we are accepting applicants for the position which closes on 11/28. Mrs. Sheets said that we would like to have a Trustee on the interview panel. The job duties will be slightly altered, as the position will no longer supervise the Visitors Center and will be heavily involved in social media and other marketing duties.

IV. Foundation Report

Foundation Representative

Foundation President David Trainum reported that fundraising has been strong for the Trailblazers Fund, with \$150,000 from the Charles Fund, over the next three years as well as extra amounts from Arbor Life and Hershey. Additional news from the Foundation:

- Raising funds for costumes via Facebook
- Jim Belshee is the new Development Committee Chair
- Plans for a Spring and Fall event in 2022 as well as a Golf Tournament
- The Dices property is still for sale
- The FDN will be hiring a new part-time person
- The Board of Directors is seeking new Board Members
- The front traffic circle sign pedestal is finished and the sign itself is expected by the end of January

V. Old Business

A. Trustee Committees

Mrs. Sheets

Mrs. Sheets reviewed a draft listing of soon to be reconstituted Board Committees and added a staff member for each as well as potential new members. She said that she will add Legislative Members soon. She stated that the updated committee have a dual purpose, to “deepen the bench” and also encourage all members to participate. In early 2022, we will begin work on the committee updates and meetings. Mr. Garstang asked about the Committee on the Future, and Mrs. Sheets gave some history of the Committee and its work, and said that it has been dormant for some years but with the new construction it might be a good time to revive it. Mrs. Sheets noted that the staff are working to craft the “story” for the new buildings exhibits, and will need the Trustees support.

The deadline for the NEH (National Endowment for the Humanities) grant we are seeking to assist with the new exhibit expenses is August of 2022, with a final format finished by July. Mr. Garstang noted that the past chair of the NEH was from Charlottesville and thought we might reach out for advice. Mrs. Sheets said that Ann Rogan and Eric Bryan will be working on the grant.

Mr. Garstang asked if the Museum has plans to continue work on “Montgomery Springs” village – Mrs. Sheets said that the mill will be the signature piece of that grouping, and is already in the state funding stream. Once that is finished the Board may revisit the Strategic Plan and make more plans and recommendations for this. Mr. Garstang said that the Crossing Gallery is very important to the Museum and its future and it is best that this be first in a sequence of possible future additions.

Mr. Vames asked how often the Executive Committee and Bylaws Committee should review the Bylaws and Mrs. Sheets said about every two years seems reasonable. Mr. Garstang said that the Bylaws call for the election of the Executive Committee, after a slate of candidates is presented to the Board.

VI. New Business

A. Closed Session (if needed)

Mrs. Sheets

No closed session was needed.

VII. Next Meeting Date (January 19, 2022)

Committee

The next meeting date is January 19, 2022 at 9 a.m. in the Lecture Hall

VIII. Adjournment

Mrs. Sheets

The meeting adjourned at 10:05 a.m.